Learning with a purpose
100% conversion rate in 3 easy steps

1. Define the objective

2. Identify visitor preferences

3. Distill principles from tactics
LPO is hiring

- In-house staff associated with LPO functions grows steadily from 2009 to 2011

Source: ©2011 MarketingSherpa Landing Page Optimization Benchmark Survey
Methodology: Fielded February 2011, N=2,673

#SherpaLPO
What is LPO?

Website Objectives

Visitor Preferences & Motivations

LPO
What is your optimization objective?
Your website objective(s)

- What is the objective?
Defining the objective

• Primary website objectives as defined by marketers in 2011

- Purchase of products or services directly on the site: 40%
- Providing company or product information: 39%
- Request for a quotation, proposal, or sales call: 29%
- Free downloads, webinars, newsletters, or other content requiring form submission (lead gen): 26%
- Phone call or visit to physical location (takes the process offline): 15%
- Maximum ad impressions, interaction, or user-generated content: 11%

Source: ©2011 MarketingSherpa Landing Page Optimization Benchmark Survey
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What you want is what they do
Your definition of “conversion”

- What do you measure?
Defining “conversion”

• How marketers defined “conversion” in 2011

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Website objective/conversion WORKSHEET

- Business objectives
- Website objectives
- Website visitors’ target actions
What are your site visitors’ preferences and motivations?
Data analysis reveals undesirable behaviors
Why actual behavior does not fit assumptions

- You are not offering your website visitors what they want
  - You don’t have what they want
  - You don’t understand what they want

- You are poorly communicating how and why they can get what they want from your website
  - Exits
  - Paths
Data analysis is not easy

• Top data analysis challenges to LPO experienced by marketers in 2010

- Connecting Web analytics with offline transactions
  - Very significant: 46%
  - Somewhat significant: 39%
  - Insignificant: 15%

- Latency (connecting visits and conversions)
  - Very significant: 40%
  - Somewhat significant: 44%
  - Insignificant: 16%

- Creating meaningful visitor segments
  - Very significant: 39%
  - Somewhat significant: 49%
  - Insignificant: 12%

- Manual data analysis
  - Very significant: 34%
  - Somewhat significant: 48%
  - Insignificant: 18%

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What *do* they want?
Every user action implies a preference

- Focus groups rely on hypothetical situations
- Web analytics rely on actual behaviors
- Preferences are contained in the data exhaust
Data used to create relevance

- Types of data marketers collect and use to create actionable visitor segments

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The why: a click is a vote

• The more specific the previous message, the more relevant the next page can be

• Not just ad to page – also page to page, step to step

• Always ask “why are they here?”
How do you apply your understanding of objectives and preferences?
Test! (obviously)

- Influence of testing on the ability to calculate and achieve ROI in 2010

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Validate your results! (not obvious)

- Marketers calculating the statistical significance of test results in 2010

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Imitation is *not* the highest form of LPO.
Do the legwork

1. Define target visitor behavior / objective
2. Identify the visitor preferences: why?
   • Look for optimization opportunities in your data
3. Test and validate results
   • Look for underlying mental process and logic in case studies
Your conversion rate benchmark

100%
Audience Q&A